SERIES 8 - #2
PORTRAIT OF AN AMERICAN CITY
WAYNE HYDE

NOVEMBER 22, 1978

"EVERYTHING'S UP-TO-DATE IN KANSAS CITY"
(INSERTS IN TAPE LIBRARY)

TAPE: CUT ONE -- "EVERYTHING'S UP-TO-DATE IN KANSAS CITY" - VOCAL PORTION UP FULL FOR :40 - FADE & HOLD UNDER

NARR: "EVERYTHING'S UP-TO-DATE IN KANSAS CITY, " SAY THE LYRICS OF THIS SONG. AND THEY CONTINUE IN THESE WORDS: "THEY'VE GONE ABOUT AS FAR AS THEY CAN GO."

WELL, IT IS -- AND THEY HAVEN'T. EVERYTHING IS UP-TO-DATE IN KANSAS CITY -- AND THEY HAVEN'T GONE AS FAR AS THEY CAN GO. HERE IS A CITY ON THE GO AND ON THE GROW. PEOPLE USED TO ASK, "WHY WOULD ANYBODY WANT TO GO TO KANSAS CITY?" WE'LL TELL YOU WHY IN THIS PROGRAM.

TAPE: MUSIC UP FULL - TOTAL CUT 2:07 (USE AS NEEDED)

NARR: "WHO IN EUROPE, OR IN AMERICA FOR THAT MATTER, KNOWS THAT KANSAS CITY IS ONE OF THE LOVELIEST CITIES ON EARTH?" SO WROTE THE LATE FRENCH AUTHOR, ANDRE MAUROIS. AND IN LONDON, THE BRITISH BROADCASTING CORPORATION'S BRIAN DUNNING SAID: IF KANSAS CITY WERE IN EUROPE EVERYONE WOULD RAVE ABOUT IT."

AND AN ITALIAN NEWS CORRESPONDENT, AFTER TAKING A GOOD LOOK AT THE ACTIVITY OF THE KANSAS CITY BOARD OF TRADE, WROTE: "THERE ARE NOW TWO GREAT POWERS IN THE WORLD -- SAUDI ARABIA AND KANSAS."

YES, THER'S A COSMOPOLIS OUT THERE IN THE WHEAT FIELDS, A BIG, BOOMING, GROWING, ULTRA-MODERN CITY WITH FREEZING COLD WINTERS AND OVEN-HOT SUMMERS; WHERE YOU CAN GET A BUFFALO STEAK AND CHOCOLATE-COVERED STRAWBERRIES FOR DINNER, LISTEN

NARR: TO ONE OF THE FINEST SYMPHONY ORCHESTRAS IN THIS COUNTRY AND
(CONT'D)
SOME OF THE BEST JAZZ YOU'LL EVER HEAR.

THE MISSOURI RIVER MAKES A HUGE BEND HERE AND THE WIDE KANSAS RIVER CURLS IN FROM THE WEST. BOTH THE OLD SANTA FE AND OREGON TRAILS BEGAN HERE. THE PLACE HAS HISTORY. ONCE KANSAS CITY WAS NAMED GULLY TOWN. HEROES OF COWBOY LEGENDS: WILD BILL HICKOK, WYATT ERP, DOC HOLLIDAY AND BAT MASTERSON ONCE STOMPED AROUND IN THE DUST DOWN BY THE RIVERFRONT SALOONS.

THIS IS NOT A FLAT PRAIRIE CITY, AS TOO MANY PEOPLE THINK. IT'S AN UP-AND-DOWN TOWN WITH MORE HILLS IN IT THAN ROME HAS -- AND ALMOST AS MANY FOUNTAINS. IT'S SOMETIMES CALLED "THE CITY OF FOUNTAINS". SO MANY PEOPLE ARE INTERESTED IN WORKING HERE, LIVING HERE. THERE ARE MANY REASONS.

TAPE: CUT TWO -- MONROE

"KANSAS CITY HAS BECOME AN EASY CITY TO MARKET BECAUSE OF LIVABILITY, ALSO BECAUSE OF ITS LOCATION AND AVAILABLE RESOURCES."

NARR: JIM MONROE, OF KANSAS CITY'S ECONOMIC DEVELOPMENT COUNCIL.

TAPE: CUT THREE -- MONROE

"WE'RE IN THE CENTER OF THE GREAT AGRICULTURAL HEARTLAND. WE'RE CLOSE TO THE LOW-SULPHUR COAL THAT'S SO IMPORTANT IN THE ENERGY PICTURE FOR THE TOTAL COUNTRY. WE HAVE AN ABUNDANCE OF WATER. WE HAVE A TRANSPORTATION SYSTEM THAT REALLY IS UNSURPASSED, AND WE'RE ALSO A MAJOR COMMUNICATIONS CENTER. SO WHEN YOU PUT THOSE THINGS TOGETHER, THIS BECOMES A VERY EXCITING COMMUNITY AND ONE THAT BECOMES EASY TO SELL, AND REALLY THAT WE THINK HAS A GREAT FUTURE."

NARR: THIS IS A GOOD-SIZED CITY. ITS AREA OF ONE THOUSAND, ONE HUNDRED-AND-FIFTY-EIGHT SQUARE KILOMETERS IS HOME TO ONE-POINT-THREE MILLION PEOPLE. IT'S AN AREA SO BIG THAT THE

NARR: (CON'T) WEATHER SERVICE AT TIMES ISSUES DIFFERENT FORECASTS FOR NORTH AND SOUTH.

IT'S A CORNUCOPIA CITY, MAKING MOST OF ITS LIVING BY FUNNELING FOOD TO THE WORLD -- AND SUPPLIES TO THE FARMER -- OVER ITS DOZEN RAIL LINES AND BY TRUCK AND BARGE. THE CITY MAKES CLOTHING, RESEARCHES CANCER, ASSEMBLES MORE AUTOMOBILES THAN ANY CITY EXCEPT DETROIT, MICHIGAN, AND HAS BEEN CALLED THE "GRAIN CENTER OF THE WORLD".

ONE OF THE FIRST IMPRESSIONS OF KANSAS CITY, DRIVING IN FROM THE BEAUTIFUL NEW AIRPORT, IS THAT THE CITY ITSELF IS OLD. IT DOSEN'T LOOK TOO ATTRACTIVE -- UNITL ONE REACHES THE DOWNTOWN AREA. THEN YOU SEE IT. GRIMY OLD BUILDINGS GIVE WAY TO CLEAN, BRIGHT NEW OFFICE BUILDINGS, SHOPS, APARTMENTS, CLUSTERED AROUND GREEN LAWNS AND BEAUTIFUL OLD TREES. THERE'S A TWENTY-STORY HOTEL WITH A TWENTY-METER WATERFALL IN ITS LOBBY THAT CASCADES DOWN A LIMESTONE BLUFF, ONCE PART OF A RUNDOWN PART OF THE CITY CALLED SIGNBOARD HILL. THIS WAS ALL MADE POSSIBLE BY A MAN NAMED JOYCE C. HALL, FOUNDER OF THE INTERNATIONALLY KNOWN HALLMARK GREETING CARDS. THE STORY GOES THAT MISTER HALL ONE MORNING LOOKED OUT OF HIS OFFICE WINDOW AND SAID, "THIS IS OUR HOME AND THIS IS OUR TOWN, AND WE CAN'T HAVE IT LOOK LIKE THIS."

TAPE: CUT FOUR -- JOHNSON

"YES, IT'S QUITE TRUE. HE WAS LOOKING FOR A LOCATION TO BUILD HIS FIRST BUILDING. AT THAT TIME (1922) THE COMPANY HAD 122 WOMEN AND 88 MEN AS EMPLOYEES. HE ASKED THEM TO VOTE ON WHICH OF THE FOUR LOCATIONS THEY WOULD MOST PREFER TO HAVE AS THEIR COMPANY HEADQUARTERS, BECAUSE THEY HAD THE PROBLEM OF GETTING TO WORK AND GETTING HOME. AND HE THOUGHT THAT THEY'RE THE ONES WHO HAVE TO DO THE TRAVELLING, AND SO I'LL LET THEM PICK THE SITE."

NARR: WIILLIAM JOHNSON, DIRECTOR OF PUBLIC REALTIONS FOR HALLMARK CARDS. THE HALLMARK CARD PEOPLE PICKED THEIR SITE AND A NEW BUILDING WAS ERECTED. THEN ANOTHER LARGER ONE IN 1939 -- AND THEN STILL ANOTHER ONE -- LARGER AND MORE MODERN AS THE COMPANY WAS GROWING -- IN 1955. BUT THE REST OF THE NEIGHBORHOOD WAS DETERIORATING. SOMETHING HAD TO BE DONE. SO JOYCE HALL IMMEDIATELY BEGAN LOOKING FOR WAYS TO IMPORVE THE ENTIRE AREA. IT'S NOW CALLED CROWN CENTER, AND ITS AREA IS APPROXIMATELY 25 HECTARES. HALLMARK DOESN'T QUITE SAY SO PUBLICLY, BUT THEY HAVE PAID FOR MOST OF IT. WILLIAM JOHNSON AGAIN.

TAPE: CUT FIVE -- JOHNSON

"THE CROWN CENTER HAS SEVERAL ELEMENTS OF UNIQUENESS. AND CERTAINLY THE FIRST IS THAT IT IS TOTALLY PRIVATELY FUNDED. THERE ARE NO PUBLIC MONIES IN THE PROJECT IN ANY WAY. IN OTHER WORDS, WE BUY THE LAND AND WE BUILD -- WE PAY FOR THE IMPROVEMENTS. SO IT IS COMPLETELY PRIVATELY FUNDED BY THE PARENT CORPORATION."

NARR: KANSAS CITY HAS A HIGHLY POPULAR MAYOR NAMED CHARLES B. WHEELER. MIDDLE-AGED, GRAY-HAIRED, OUTSPOKEN. YOU CAN FIND HIM ALMOST ANY MORNING -- EARLY -- JOGGING THROUGH ONE OF KANSAS CITY'S PARKS. HE'S A LAWYER AND ALSO A DOCTOR OF MEDICINE. HE ONCE WROTE A BOOK ABOUT THAT, TITLED "DOCTOR IN POLITICS". HE HAS A COLLECTION OF PROBABLY TWO HUNDRED OR MORE HATS IN HIS 29TH FLOOR OFFICE IN DOWNTOWN KANSAS CITY, AND HE HAS A PENCHANT FOR RIDING BOTH DONKEYS AND ELEPHANTS IN PUBLIC. THE TWO ANIMALS ARE THE SYMBOLS FOR THE DEMOCRATIC AND REPUBLICAN PARTIES, RESPECTIVELY. DOCTOR WHEELER SEEMS TO TAKE SOME DELIGHT IN THROWING POLITICAL OPPONENTS INTO CONFUSION. HE'S BEEN MAYOR FOR EIGHT YEARS. DURING HIS LAST

NARR: (CON'T) CAMPAIGN HIS MOTTO WAS SIMPLY "LEADERSHIP". "I DIDN'T ASK ANY QUESTIONS," HE SAYS, "AND THE VOTERS BOUGHT IT." MAYOR WHEELER IS JUSTLY PROUD OF HIS CITY.

TAPE: CUT SIX -- WHEELER

"YES. I'D LIKE TO SAY THAT WE'RE TRYING TO HOST THE REPUBLICAN NATIONAL CONVENTION AGAIN IN 1980, AND WE LOOK BACK ON OUR EXPERIENCE WITH THAT NOMINATING CONVENTION IN 1976 AS ONE OF THE MOST SUCCESSFUL THINGS WE'VE EVER DONE TO LIVE DOWN OUR 'COWTOWN' IMAGE. WE USED TO SUFFER THROUGH A COWTOWN IMAGE, BUT ALL THAT CHANGED WITH THE REPUBLICAN NATIONAL CONVENTION, AND THE ENTIRE COUNTRY KNOWS THAT EVERYTHING'S UP-TO-DATE IN KANSAS CITY NOW."

NARR: OTHER COUNTRIES KNOW THAT, TOO. THE KANSAS CITY CONSULAR CORPS NUMBERS ALMOST TWO DOZEN FOREIGH COUNTRIES, WITH JAPAN'S THE LARGEST CONSULATE IN TERMS OF NUMBER OF REPRESENTATIVES IN THE CITY.

IT HAS BEEN SAID THAT KANSAS CITY IS A CITY IN THE RIGHT PLACE AT THE RIGHT TIME -- AND THAT IT IS GOING TO REPLACE THE CHICAGO OF EARLIER DAYS. IT HAS ALSO BEEN SAID THAT IN THE NEXT FIVE YEARS IT WILL BECOME THE MOST INTERNATIONAL CITY IN THE UNITED STATES.

WHY NOT? IT IS LOCATED WITHIN 320 KILOMETERS OF THE PRECISE GEOGRAPHICAL AND POPULATION CENTER OF THE UNITED STATES. IT COULD BECOME A PORT, A HARBOR IN A LAND-LOCKED HEARTLAND. THERE ARE ONLY TWO HUNDRED FOREIGN TRADE ZONES IN THE WORLD, AND LESS THAN TEN PERCENT OF THEM ARE LOCATED IN THE UNITED STATES AND ITS TERRITORIES. KANSAS CITY IS ONE OF THOSE TRADE ZONES, THE NEWEST AND THE BIGGEST, AND THE ONLY ONE FAR INLAND, SO IT'S GOT SOMETHING PRETTY STRONG GOING FOR IT.

NARR: (CON'T) THE KANSAS CITY ZONE IS MADE UP OF TWO MILLION, EIGHT HUNDRED AND FIFTEEN THOUSAND SQUARE FEET (APPROXIMATELY 800-THOUSAND SQUARE METERS) OF UNIQUE UNDERGROUND STORAGE SPACE. THE TEMPERATURE THERE STAYS AT A CONSTANT 52 DEGREES FAHRENHEIT (11 CENTIGRADE) ALL YEAR ROUND. THAT'S THE NATURAL TEMPERATURE; THERE IS NO HEATING OR AIR-CONDITIONING FACILITY IN THE UNDERGROUND AREA. THE GENERAL COUNSEL OF THE KANSAS CITY FOREIGN TRADE ZONE IS ATTORNEY MARSHALL MILLER. HE HAS THIS COMMENT.

TAPE: CUT SEVEN -- MILLER

"OH, THERE'S A WIDE VARIETY OF MERCHANDISE THAT'S STORED IN THESE UNDERGROUND FACILITIES. A GREAT DEAL OF FOOD. WE HAVE SOMETHING OVER TEN PERCENT OF ALL THE FROZEN FOOD ANYWHERE IN THE UNITED STATES IN THESE UNDERGROUND FACILITIES IN KANSAS CITY. YOU'LL FIND IN THESE UNDERGROUND FACILITIES ANYTHING FROM PRECISION INSTRUMENTS BEING MADE TO SUGAR BEING STORED, TO FINE GLASSWARE OR CHINAWARE, A COMPANY THAT CUTS AND PACKAGES PHOTOGRAPHIC FILM, OR LIQUOR -- ALL DIFFERENT TYPES OF OPERATIONS -- ANYTHING THAT YOU COULD THINK OF -- PROBABLY ARE IN ONE OF THE MANY UNDERGROUND FACILITIES IN KANSAS CITY.

NARR: JUST AS THE GREAT BEND IN THE MISSOURI RIVER AT KANSAS CITY WAS FORMED BY THE LAST ICE AGE, SO WAS THE UNUSUAL ROCK FORMATION UNDER THE CITY. IT HAS BEEN MINED OUT AND NOW IS USED AT A NATURAL STORAGE FACILITY. THERE PROBABLY IS NOT ANOTHER COMMUNITY IN THE UNITED STATES THAT HAS THIS UNUSUAL FEATURE, FORTY-SEVEN METERS UNDERGROUND. ATTORNEY MARSHALL MILLER SAYS THE REASON WHY ALL THIS MATERIAL IS STORED IN KANSAS CITY IS THE REASON WHY THERE IS A KANSAS CITY. THE CITY IS -- AND ALWAYS HAS BEEN -- A DISTRIBUTION CENTER.

NARR: (CON'T) IT'S MORE THAN THAT, TOO. "WHAT IS THE CITY BUT THE PEOPLE?" SAID WILLIAM SHAKESPEARE. AND KANSAS CITY TOUCHES THE REST OF THIS NATION WITH ITS SPIRIT. SOME OF THE PEOPLE WHO CAME FROM THERE: WALT DISNEY, JOAN CRAWFORD, JEAN HARLOW, NEWS COMMENTATOR WALTER CRONKITE, COMPOSER VIRGIL THOMSON, AUTHOR ERNEST HEMINGWAY.

AND FROM THE WORLD OF JAZZ, THERE IS JAY MCSHANN, SINGER BETTY CARTER, AND OF COURSE THE FAMOUS COUNT BASIE.

KANSAS CITY IS A SPORTS-MINDED TOWN, TOO. THE HARRY S. TRUMAN SPORTS COMPLEX, JUST OUTSIDE THE CITY, BOASTS THE FAMOUS TWIN STADIUMS -- ONE FOR FOOTBALL AND ONE FOR BASEBALL BETWEEN THEM, THEY SEAT 118-THOUSAND SPECTATORS, AND IT'S NOT AT ALL UNUSUAL TO SEE EVERY SEAT FILLED DURING THE BASEBALL AND FOOTBALL SEASONS.

GOOD FOOD AND RESTAURANTS? KANSAS CITY IS THE RIGHT PLACE. CALVIN TRILLEN, THE WELL-KNOWN COMMENTATOR ON FOOD AND RESTAURANTS, WROTE THESE WORDS: "THE BEST RESTAURANTS OF THE WORLD ARE, OF COURSE, IN KANSAS CITY. NOT ALL OF THEM; ONLY THE TOP FOUR OR FIVE. THE BEST SINGLE RESTAURANT IN THE WORLD IS ARTHUR BRYANT'S BARBEQUE."

BRYANT'S IS A BATTERED OLD CAFETERIA WHERE ONE MAY HAVE TO STAND IN LINE FOR HALF AN HOUR BEFORE GETTING TO THE HUGE BEEF SANDWICHES. BEEF, PICKLES AND BEER IS ALL THEY SERVE -- AND IT IS ENOUGH. IF YOU GO TO KANSAS CITY AND DON'T HAVE LUNCH AT BRYANT'S, THEY SAY, YOUR VISIT IS INCOMPLETE.

NARR: (CON'T) PERHAPS KANSAS CITY'S BEST SPOKESMAN IS A MAN ORGINALLY FROM BOSTON. HE IS CHARLES KIMBALL, CHAIRMAN OF THE FAMED MIDWEST RESEARCH INSTITUTE. IT IS SAID ABOUT HIM THAT, "HE HAS CHALLENGED, LOVED, STERNLY LECTURED TO AND SERVED HIS ADOPTED MIDWEST OF AMERICA IN MYRIAD WAYS...." DOCTOR KIMBALL, A GOOD-HUMORED, FRIENDLY MAN, IS ONE OF THE BEST-KNOWN CITIZENS OF KANSAS CITY. HERE'S WHAT HE SAYS ABOUT HIS TOWN.

TAPE: CUT EIGHT -- KIMBALL

"THE LIVABILITY OF THIS CITY IS JUST TREMENDOUS. A PERSON WORKING, SAY, DOWNTOWN, CAN GET ALMOST ANYWHERE HE WANTS IN THIS TOWN IN AN AVERAGE OF FIFTEEN MINUTES. SO THAT'S A FACTOR. BUT I THINK THE THING THAT'S MADE KANSAS CITY THE -- WHAT I CALL A MODEL -- IS NOT ONLY THE OPENNESS OF PEOPLE, BUT THE CLOSE RELATIONSHIP BETWEEN THE PRIVATE SECTOR LEADERSHIP AND THE ELECTED AND APPOINTED OFFICIALS OF THIS TOWN. ADD TO THAT THE FACT THAT THE MAYOR, THE COUNCIL PEOPLE, THE CITY GOVERNMENT ARE ON A PERSONAL FRIENDSHIP, FIRST-NAME BASIS WITH THE PRIVATE SECTOR LEADERSHIP. EACH SECTOR KNOWS WHAT THE OTHER IS DOING, AND IN FACT, I WOULDN'T SAY THAT THERE ARE EVEN TWO SECTORS."

NARR: THERE IS A CERTAIN QUALITY OF LIFE IN KANSAS CITY THAT IS DIFFICULT TO DEFINE. OTHER THINGS MAKE A CITY, TOO. HISTORY AND FUN AND PEOPLE. BUT THE QUALITY OF LIFE IN THIS CITY IS ALSO THE QUALITY OF THE HUMAN EXISTENCE AND THE HUMAN EXPERIENCE OF JUST LIVING IN THIS CITY.

"WHY WOULD ANYBODY WANT TO GO TO KANSAS CITY?" BECAUSE IT'S CLEAN, IT'S BEAUTIFUL, IT HAS A GOOD AND HONEST GOVERNMENT. IT IS, INDEED, A SPARKLING GEM OF A CITY WITH A VERY SPECIAL QUALITY OF LIFE -- SPIRIT.

IT CAN SAFELY BE SAID -- "EVERYTHING'S UP-TO-DATE IN KANSAS CITY."

TAPE: MUSIC -- "EVERYTHING'S UP-TO-DATE IN KANSAS CITY" - EST. & HOLD UNDER

ANNCR: YOU'VE BEEN LISTENING TO "EVERYTHING'S UP-TO-DATE IN KANSAS CITY, ANOTHER IN VOA'S SERIES OF PROGRAMS TITLED "PORTRAIT OF AN AMERICAN CITY.". THIS PROGRAM WAS WRITTEN AND PRODUCED BY WAYNE HYDE. YOUR NARRATOR WAS _____, AND I AM _____.

TAPE: MUSIC UP FULL AS NEEDED - TOTAL CUT 2:07

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